

# *Route 66 Rest Area Interpretive Signage*



***Heritage Preservation Commission  
Presentation to Beautification & Public Arts Commission  
March 2012***



# Interpretive Signage Working Group

- Working Group
  - Karl Eberhard, City of Flagstaff Heritage Preservation Officer
  - Sean Evans, NAU Cline Library
  - Phil Scandura, Heritage Preservation Commission
- Task
  - To develop a proposal for interpretive signage for the Route 66 Rest Area. The intent of the signage is to highlight Route 66 and the role it played in the development of Flagstaff.



# Agenda

- Location Map
- Existing Signage
- Proposed Signage Placement
- Proposed Signage Style/Design
  - Historic Plaque
  - East & West Entry Signs
  - Roadside “Mini” Billboard
  - Burma Shave Signs
- Cost Estimates
- Plan Forward



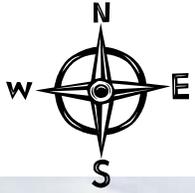


# Route 66 Rest Area Location Map



Rest Area Location





# Route 66 Rest Area Existing Signage

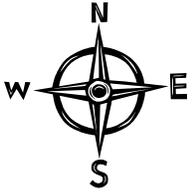


East Entry  
(looking west)



Ramada and  
Picnic Area



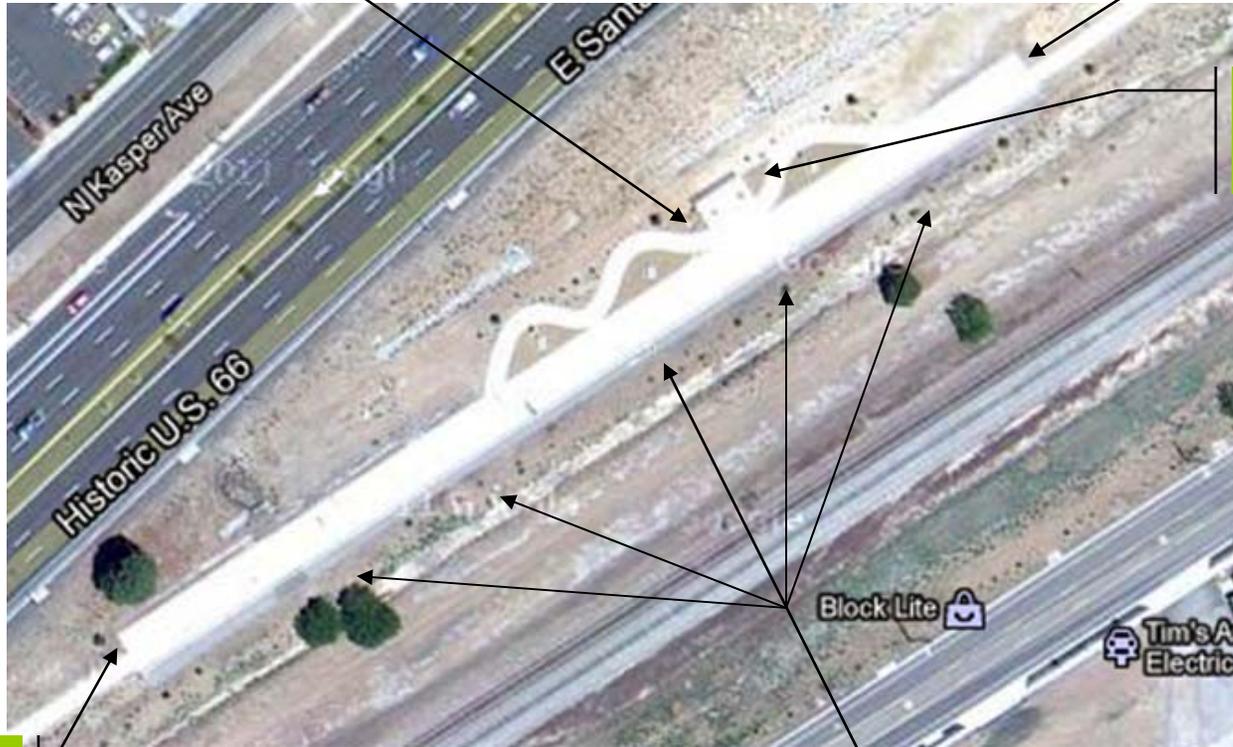


# Route 66 Rest Area Proposed Signage Placement

Historic Plaque

West Entry Sign

Roadside  
Billboard



East Entry Sign

"Burma Shave"  
Signs (2-sided)

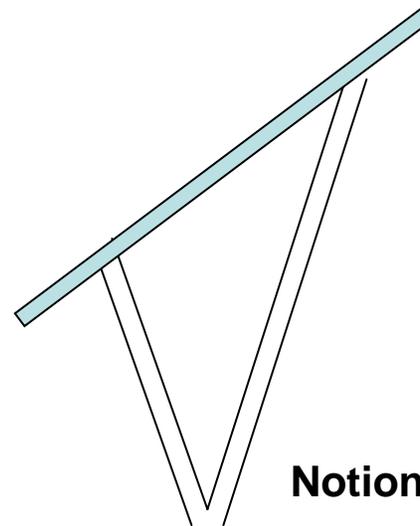


# Route 66 Rest Area Historic Plaque

- Overall historic significance
- Text with image or map
- 18" w x 24" h
- Different mounting options



Flagstaff Buffalo Park



Notional Side View



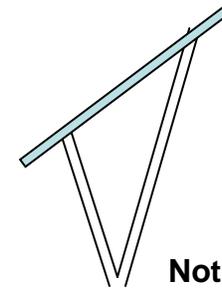
# Route 66 Rest Area Historic Plaque

- This 770' piece of U.S. Route 66 was constructed of reinforced Portland Concrete during the summer of 1947. This alignment shifted Route 66 away from the older Camp Townsend-Winona Road/U.S. Highway 89 alignment that brought the highway to Flagstaff from just north and east of here. This piece of highway carried all east and west bound Route 66 traffic until 1967, when I-40 was built south of Flagstaff as a bypass. The City of Flagstaff has preserved and incorporated this piece of Route 66 into the Flagstaff Urban Trail System and developed this rest stop as a reminder of this road's former glory and contribution to Flagstaff.



# Route 66 Rest Area East & West Entry Signs

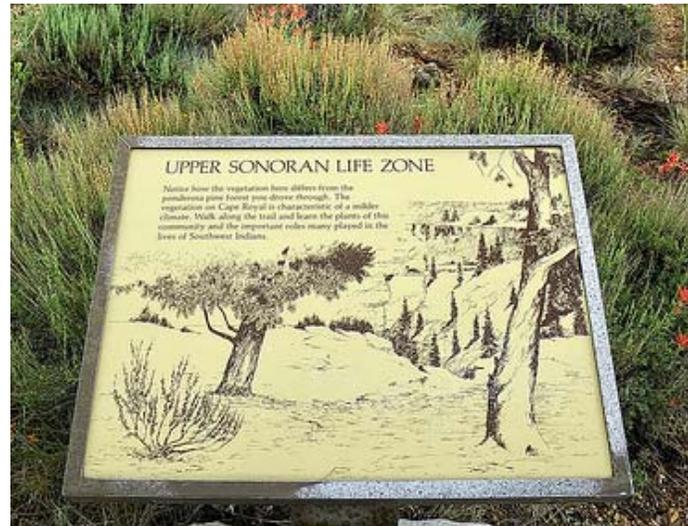
- Additional Route 66 information, tailored to the specific end of the Rest Area, e.g., leaving Flagstaff or entering Flagstaff
- Text over photo/graphic watermark
- Text with maps/photos



Notional Side View



High Pressure Laminate (HPL)



9

Etched Stainless



# Route 66 Rest Area

## East & West Entry Signs

- West Entry (heading toward Flagstaff along Route 66)
  - Heading west, Route 66 formed Flagstaff by creating the long commercial corridor that provided travelers with motels, auto repair, gas, entertainment and food, all with unique roadside architecture. Growth along this corridor was spurred by an entrepreneur's desire to be the first or last chance business for travelers entering or leaving town. Like many cities and towns on Route 66, the volume of traffic was a challenge for travelers and locals alike. In Flagstaff, Route 66 was widened to four lanes in the 1950s and 60s, and carried all of the highway's traffic until it was bypassed by I-40 in 1967.



# Route 66 Rest Area East & West Entry Signs

- East Entry (heading towards Flagstaff Mall on the FUTS)
  - Heading east, Route 66 enters a more rural environment wherein the road becomes one with the land it passes through. Unlike today's interstate highways, Route 66 rolled over the land, and reflected the terrain it was in. As a two-lane road, with unlimited access, it was a challenge to drive. Trucks, buses, tourists and roadside attractions meant that there was always traffic passing or turning along the route. All traffic between Chicago and Los Angeles passed this point, and witnessed the majesty of Flagstaff's mountain scenery.



# Route 66 Rest Area

## Roadside “Mini” Billboard

- Main signage for Rest Area
- In the style of a period Route 66 billboard
- 8’ w x 4’ h Panel on 1’ h base
- Some examples...



An early, bow-legged Chico played a prominent role in the Santa Fe transcontinental train service in July 1950. It was located on North Huntington Drive in Los Angeles.

“Custom”

; Santa Fe transcontinental train service in July 1950.



“Basic”



# Route 66 Rest Area

## Roadside “Mini” Billboard

- This is the 1947 alignment of Route 66 that brought travelers west from Winona to Walnut Canyon National Monument and into Flagstaff. It was part of a post-W.W.II era rebuilding and re-alignment project to repair damages caused by military conveyances of the war years and to shorten and make Route 66 safer for greater traffic volumes and higher speeds. This alignment remained in use as part of U.S. 66 until 1967.
- Route 66 was created in November 1926 from combinations of local roads and highways to create an “all-weather” road connecting Chicago, Il. to Los Angeles, CA. In Arizona, paving of Route 66 was not completed until 1937. While there were ongoing changes made to Route 66, 1937 saw considerable changes to the road’s width, quality and alignment. More changes followed in 1947.
- The building of Interstate 40 across Arizona began the bypass era for many Arizona cities and towns. Holbrook was bypassed in 1980, Joseph City 1981, Winslow 1981, Flagstaff 1967, Williams 1985, Ash Fork 1981, Seligman 1978, Kingman 1981, Oatman 1952 and Yucca 1966. Route 66 was decommissioned as a federal highway in 1986.
- Today Route 66 lives on in the hearts of travelers who come from all across world to experience the highway that bore the traffic of the early automobile age; the mass migration of displaced farmers from the 1930s, and; the post-war travel era and was immortalized in popular music, novels and film.



# Route 66 Rest Area Burma Shave Signs

- Spaced for easy reading from bike or foot
- Non-Reflective
- Double-sided
  - One verse for westbound entering Flagstaff
  - Different verse for eastbound leaving Flagstaff
- 24" w x 8" h

<http://www.sff.net/people/teaston/burma.htm>



Heritage Preservation  
Commission will  
choose one of the  
following Options:

# Route 66 Rest Area Burma Shave Signs

## Westbound, entering Flagstaff

## Eastbound, leaving Flagstaff

### Option A

Driven all night?  
Need some rest?  
Stop off in Flagstaff  
It's the best!  
*Burma-Shave*

Glad you could visit  
Come see us again  
Flagstaff bids you well  
Happy travels 'til then  
*Burma-Shave*

### Option B

Food's great  
Shopping's fun  
Friendly folks  
Visit Flagstaff  
We're the one  
*Burma-Shave*

You ate  
You shopped  
Enjoyed your stay  
Safe travels to all  
Wherever you stray  
*Burma-Shave*

### Option C

Snow-capped peaks  
Whispering pines  
Room to roam  
You call it Flagstaff  
We call it home  
*Burma-Shave*

Go east young man  
And you'll go far  
Let the road  
Be your guide  
Don't forget your car  
*Burma-Shave*



# Route 66 Rest Area

## Cost Estimates

- Contacted Northern Arizona Signs (NOAZ)
- Worked with Phil Keesee to develop *estimates*
- Totals shown include material/labor/design

| Sign                   | Low End                          | High End                            |
|------------------------|----------------------------------|-------------------------------------|
| Historic Plaque (1)    | <i>Aluminum</i><br>\$ 3,605      | <i>Bronze</i><br>\$ 4,105           |
| Entry Signs (2)        | <i>HPL</i><br>\$ 6,505           | <i>Etched Stainless</i><br>\$ 8,755 |
| Roadside Billboard (1) | <i>Basic</i><br>\$ 3,790         | <i>Custom</i><br>\$ 6,750           |
| Burma Shave Signs (12) | <i>Basic 1-Color</i><br>\$ 2,515 | <i>Full Color</i><br>\$ 3,115       |
| <b>Total</b>           | <b>\$ 16,415</b>                 | <b>\$ 22,725</b>                    |

- Total cost of Rest Area to date: \$204k
- 10% Sign Budget ~ \$20k
- *We're in the ballpark!*



# Route 66 Rest Area Plan Forward

- Review/revise/approve design and wording
  - Heritage Preservation Commission voting on design/wording
  - Contacted *Personna American Safety Razor Company* to request permission to use Burma Shave trademark (waiting for response)
  - Investigate the addition of QR Codes to signs 
- Determine Funding Sources
  - Applying for Route 66 Matching Grant Funds (application due April 6<sup>th</sup>)
  - Investigating Local Sponsorships (Findlay, Granny's, Galaxy Diner, Museum Club, etc.)
  - Approach Beautification & Public Arts Commission
- Secure Funding
- Go out for Bids
- Build & Install
- Dedication Party!

